

# World Architecture Community Advertising & Sponsored Content Guidelines

V1.04 - Last revised on January 15th, 2018.

Since 2006, World Architecture Community provides a unique environment for architects, architecture students and academics around the globe to meet, share and compete, and we believe that Ads or Sponsored Content (“content”) delivered through our platform should be relevant and useful to our members and overall visitors. World Architecture Community determines the professionalism and appropriateness of any content, and reserves the right to refuse and to take appropriate action against any content it believes is unsuitable.

These Advertising and Sponsored Content Guidelines will help you to determine whether your content is appropriate for World Architecture Community. Any content that violates any of the guidelines below may be removed from World Architecture Community and in some cases further action may be taken. If you are unsure whether your content is acceptable, you may [contact us](#).

Notwithstanding these Advertising and Sponsored Content Guidelines, legal compliance is the sole responsibility of the advertiser or announcer (including its representatives and agents).

## 1. Overview

Acceptable contents advertise legal products and services that are suitable for architects and aspiring architects without deceiving, or endangering the safety of, our members while meeting our technical requirements.

## 2. Content

### 2.1 Honesty and Fairness

**No Fraud or Deception.** Your content should not be fraudulent, deceptive or include misleading titles, statements or illustrations. Your product or service must accurately match the text of your content - don't lie, don't exaggerate and don't make false claims. The photos and images in your content should have a reasonable relationship to the product or service being advertised or promoted. The claims you make in your content should have factual support. Do not make deceptive or inaccurate claims about competitive products or services. Do not imply you or your product are affiliated with or endorsed by others without their permission. Do not advertise prices or offers that are inaccurate - any advertised discount, offer, or price must be easily discoverable from the

URL in your content. All fees and taxes that are legally required to be disclosed should be included. Do not show World Architecture Community one version of your website (e.g. during the purchase process) and users another (Cloaking).

**Standard Text and Contact Information.** Please use correct spelling and grammar in the text of your content. Do not use non-standard spelling, grammar, capitalization, punctuation, or repetition in your content. Do not use excessive capitalization in your content. With the exception of valid acronyms, words should never be fully capitalized in your content. Do not use excessive or inappropriate punctuation in your content. Do not repeat punctuation and do not use more than a single exclamation point in your content. Do not use any symbols (i.e. \*, @) in a manner that differs from its standard meaning. Do not use a symbol in replacement of a letter ('cl!ck'). Do not repeat words or phrases in your content. You may include a single link and either a single email address or phone number in your content.

**Trademarks and Use of "World Architecture Community".** Please use only trademarks that you have a legal right to use in your content. Your content must not include any text that may be deemed as infringing upon the trademarks of other parties unless the trademark owner has granted express permission. Any content found to be infringing on the trademark of a complainant will be removed from World Architecture Community. You should not use trademarks, logos, service marks or company names in a way that would be confusing to the user, or imply an affiliation or endorsement when there is none. Trademark owners can send concerns about the use of their trademarks to [trademark-complaint@worldarchitecture.org](mailto:trademark-complaint@worldarchitecture.org).

You may use "find me" or "find my project" on World Architecture Community in accordance with our standard guidelines, but otherwise please do not use "World Architecture Community" or refer to World Architecture Community (the corporation, brand, or site) in your content. Do not imply affiliation with or an endorsement by World Architecture Community.

**Fair and Legal Billing Practices.** The products and services advertised in your content should have fair and legal billing practices. Pricing, fees and payment terms should be clear and easily findable and understandable by your customers prior to their purchase or completion of the transaction, including explaining the rights to refunds, termination and any applicable interest.

## 2.2 Provoking, Offensive or Discriminatory

**Discrimination.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content that advocate, promote or contain discriminatory hiring practices or denial of education, housing or economic opportunity based on age, gender, religion, ethnicity, race or sexual preference. Content that promotes the denial or restriction of fair and equal access to education, housing, or credit or career opportunities are prohibited.

**Hate, Violence, Discrimination and Opposition.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content that includes hate speech or show or promote violence or discrimination against others or damage to their property or are personal attacks on any individual, group, company or organization or otherwise advocating against or targeting any individual, group, company or organization. World Architecture Community also does not allow harassing or threatening content.

**Language.** Please use appropriate and acceptable language in your content. Do not use language that could be considered offensive by any reasonable viewer of your content. World Architecture Community is the sole judge of the appropriateness of any words or phrases in your content on World Architecture Community.

**Offensive to Good Taste.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content that are indecent, vulgar, suggestive or that, in the opinion of World Architecture Community, may be offensive to good taste. In special circumstances, World Architecture Community may determine that a content that was acceptable is no longer appropriate given current events. Content that depict violent or degrading behavior are not acceptable. Provocative speech is prohibited in content on World Architecture Community and that includes provocative speech related to political or religious topics.

**Political.** All political advertising must clearly identify the person or entity that paid for the message. Content not financed by a candidate or campaign must indicate whether “the content is authorized by a candidate” and, if not, include contact information for the person or entity that paid for the message. Political content must comply with applicable laws, including with respect to identifying the paid sponsor or observing blackout or quiet periods prior to election.

**Sensitive Content.** World Architecture Community does not allow content targeting based on sensitive categories such as inferred or actual information regarding financial status, alleged/actual commission of a crime, health, political affiliation/beliefs, racial or ethnic origin, religious or philosophical affiliation/beliefs, sexual behavior or orientation, or trade union membership.

### 2.3 Restricted Products and Services

World Architecture Community does not allow content related to any of the following:

**Illegal Products and Services.** Products and services that are subject of the content, should be legal to purchase and use in the jurisdiction in which they are being marketed. Content themselves should comply with applicable laws regarding advertising, including age and content restrictions. Countries and states may have different laws that set different advertising requirements on the same or similar products. Some examples of products and services that might be illegal are: Resale of event tickets, products designed to interfere with the enforcement of traffic laws (radar detectors), counterfeit goods, replica goods, live animals, animal products, surveillance products, encryption products/services, de-encryption devices and services, and health supplements.

**Fake Documents and Related Services.** World Architecture Community does not allow content for fake documents that could be used to trick or defraud or services that assist with obtaining documents in violation of applicable rules. Examples of prohibited fake documents are: (1) academic degrees, (2) professional licenses or certifications, (3) national IDs, (4) working permits (immigration status), (5) business licenses, (6) birth certificates, (7) passports, (8) invoices or receipts, (9) medical records, and (10) noble titles or status. Examples of prohibited services are those that will take tests or write papers on a person's behalf.

**Offensive Products and Services.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content for products or memorabilia promoting

offensive, violent or hateful groups or actions, such as Nazi, Klu Klux Klan, or criminal acts such as bombings, shootings or rapes.

**Alcoholic Beverages.** Content for alcoholic beverages such as wine, beer and spirits are restricted on World Architecture Community and normally may not be placed, but may be available for placement through our Ad sales team for targeting in certain countries. If you are interested in placing an ad that is related to alcoholic beverages please contact our Ad Sales team [here](#).

All Content related to alcohol must comply with applicable law for the locations that the ad is being shown. Content that target persons under the legal drinking age are forbidden. The following are prohibited: (1) Content that suggest that drinking alcohol has health benefits, (2) Content that imply that your life (home, health, work or performance) would improve with the use of alcoholic beverages, (3) Content that portray drinking competitions or games as positive, (4) Content that promote excessive or binge drinking, (5) Content for alcoholic beverages targeted to persons under 25, (6) Content that show people drinking/being drunk, (7) Content that portray irresponsible drinking in any form (e.g., drinking and driving).

**Tobacco Products or Cigarettes.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content related to cigarettes, pipes, cigars, tobacco and related products. Lawful products and services that promote quitting tobacco related products are permitted.

**Drugs, Illegal Substances and Related Products.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content related to prescription pharmaceuticals, drugs or any related products or services. Content that promotes illegal drugs, highs, herbal medicines and treatments, psychoactive effects of substances, or aids to pass drug tests are all prohibited.

**Weapons, Firearms, Ammunition, Fireworks or any Other Violent Products or Services.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content related to weapons, firearms, ammunition, fireworks, stun guns, air rifles, pyrotechnical devices or other violent products or services.

**Sexual or Adult Content.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content related to sexual or adult content, including escort services, massage and pornography.

**Sexual or Adult Products or Services.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content related to adult products or services such as sex toys, personal sexual services, escort services, prostitution, sexual services, strip clubs, erotic dancing, erotic massage, or international bride services.

**Dating Services.** Even if legal in the applicable jurisdiction, World Architecture Community restricts ad for dating services. World Architecture Community does not allow targeting dating services to persons who are under 18. The dating services must be legal in the applicable jurisdiction, and must not engage in "escort type" services where any person is compensated to participate in the date. World Architecture Community reserves discretion to determine the appropriateness of the service.

**Ringtones and Video Games.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content for downloadable ring tones and may restrict or limit advertising for violent or adult content video games.

**Illegal Download of Software, Media or Other Copyrighted Content.** World Architecture Community does not allow content that products and services marketed for the purpose of (or that are primarily used for) the distribution of software, media and other content in violation of the intellectual property rights of others.

**Gambling, Sweepstakes and Virtual Currency.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content related to gambling and sweepstakes or the sale of virtual currency (e.g., gaming). Content related to the following are prohibited: sports betting, bingo, lotteries, gambling tours and tutoring, tools and software for gambling, scratch games.

**Scams.** World Architecture Community does not permit content related to scams, financial schemes, pyramid schemes or other fraudulent or illegal financial arrangements or investment opportunities.

**Occult Pursuits.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content for fortune telling, dream interpretations and individual horoscopes except when the emphasis is on amusement rather than serious interpretation.

**Endangered Species and Furs.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content for furs or products made from the furs, hides or body parts of animals included on any government's endangered species lists.

**Health Matters.** Even if legal in the applicable jurisdiction, World Architecture Community does not allow content that promote or endorse actions that are likely to harm one's health, such as bulimia, anorexia, binge drinking, misuse of legal drugs. In many jurisdictions, World Architecture Community may limit or restrict advertising related to health matters because it would be inappropriately age targeted or deemed offensive.

**Harm to World Architecture Community or Its Members.** Even if legal in the applicable jurisdiction, World Architecture Community may not allow content that promote or endorse products, services or actions that would result in a breach of World Architecture Community's [WA Member Agreement](#) or [WA Privacy Policy](#), or that World Architecture Community believes are intended to, or may result in, harm to World Architecture Community or its members.

**Affiliate Advertising.** World Architecture Community does not allow Affiliate ads. Related programs are not allowed to advertise on World Architecture Community.

**Soliciting Funds.** World Architecture Community allows content that solicit funds only if they comply with applicable law and would qualify as tax deductible or charitable in the applicable jurisdiction or contribute directly to official political candidates or organizations.

**Financial Products.** World Architecture Community does not allow content for payday loans, paycheck advances or any other short-term loan intended to cover someone's expenses until their next payday.

### 3. Safety and Privacy

**Links.** Link Behavior: Do not deceive, confuse, or otherwise degrade the experience of members who click on your content. The domain of your Display URL must match the domain of your Destination URL. All members must be sent to the same destination URL and landing page from a click on your content. Do not send members to a landing page that generates a pop-up. The landing page must allow users to be able to navigate away from the page, including using the browser's 'Back' button and returning to the page that the ad was displayed on.

**Malicious Software/Browser:** Do not use an ad to promote, install or distribute viruses, worms, spyware, malware or other malicious software, whether through the ad creative or landing page. Software should only be installed with the permission of the user and should be readily removable by the user. Software features should be made apparent to the user, with no undisclosed features or functions that could harm the user or data, software or devices of the user. Do not use any browser flaws/exploits to install software or bypass standard browser security restrictions.

**Phishing:** Do not use an ad to promote a website that tricks a user into providing personal or other information that can be used to exploit or cause harm to the users.

**Https Support:** All content must support https throughout the call flow. If you collect sensitive information on your site linked to the ad, we ask that you use HTTPS.

**Privacy.** Advertisers remain responsible for ensuring that they are compliant with local laws and regulations on the subject of privacy and data protection. Do not use tracking cookies to track users across sites without full disclosure and consent of the users (e.g. do not use an "ever cookie" or "zombie" cookie).

**Hacking.** Content that promotes products or services for hacking are prohibited. The following content are prohibited: instructions on how to illegally alter with electronic equipment, or by pass digital content management systems or otherwise illegally tamper with software, servers, cell phones, or websites, or listen in or record conversations or information without proper consent.

### 4. Violations

If World Architecture Community believes that you or your content is in violation of these guidelines we may disapprove the Ad for display on World Architecture Community or we may deny you the right to display any content on World Architecture Community until World Architecture Community believes you, your Ads, Destinations and Advertised Goods are in compliance with these guidelines. In some rare cases, we may decide to ban Content from you or relating to your Destinations or Advertised Goods. If you have questions regarding this, you may [contact us](#).